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To: Office of the Secretary

Subject: ET Docket No. 97-206, FCC 97-340; Technical Requirements to Enable
Blocking of Video Programming based on Program Ratings.

Please insert the attached document in the record of ET Docket 97-206.

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PROGRAM GUIDE FOR DIGITAL TELEVISION

**Pages 2-46 intentionally not placed in FCC docket file.
A complete copy of this standard is available from ATSC.**

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PROGRAM GUIDE FOR DIGITAL TELEVISION

ATSC STANDARD

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PROGRAM GUIDE FOR DIGITAL TELEVISION

ATSC STANDARD

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PROGRAM GUIDE FOR DIGITAL TELEVISION

ATSC STANDARD

1. SCOPE

This document specifies a compact, easily acquired, and easily updated program guide data base. It provides a standardized format for transmitting data about current and future programs using private data sections in a transport stream as defined in ISO/IEC 13818-1. Prior to being approved as an ATSC Standard, this document was designated T3/S8-050.

This data can be acquired and processed by suitably equipped receivers to provide the user with an interactive electronic program guide.

The syntax and semantics of this program guide are flexible and can address varying needs of broadcasters: those controlling one single terrestrial channel may choose to describe the programs carried on their specific physical transmission channel only, and those controlling closed networks (e.g., cable-telco TV systems, direct broadcast satellites) may choose to provide a coordinated program guide for the entire group of physical transmission channels.

In the case where each broadcaster sends program data only about his/her own programs, a suitably equipped receiver would collect the data from each broadcast channel available at its location and assemble it into a data base that would support an interactive program guide. In the case of a closed network, this program guide structure allows the program guide information to be distributed over the various physical transmission channels as configured by the network administrator. In this case, a common master program guide is provided on all physical transmission channels, and it contains the program guide map that directs the receivers to the physical transmission channels and packet identifiers (PIDs) that carry additional program guide information.

Obviously, if two or more terrestrial broadcasters wish to coordinate and combine their program guides so that each physical transmission channel carries data about programs in two or more multiplexes, it is possible for them to do so. The only requirement is that if a master program guide is transmitted on a given physical transmission channel, this master program guide must at least include information about all programs that are transmitted in the transport multiplex of that physical transmission channel.

NOTE: The user's attention is called to the possibility that compliance with this standard may require use of an invention covered by patent rights. By publication of this standard, no position is taken with respect to the validity of this claim, or of any patent rights in connection therewith. The patent holder has, however, filed a statement of willingness to grant a license under these rights on reasonable and nondiscriminatory terms and conditions to applicants desiring to obtain such a license. Details may be obtained from the publisher.

ANNEX C

(Normative)

DEFAULT LABELS

The following program content ratings are based on the MPAA and the XDS Program Rating Specification of ANSI/EIA-608-94. Some space between categories is provided for future additions.

Table 1 Default Ratings Labels

level	rating
0	N/A
1	reserved
2	G
3	reserved
4	PG
5	reserved
6	PG-13
7	reserved
8	R
9	reserved
10	NC-17
11	reserved
12	X
13	reserved
14	Not Rated
15	reserved

Table 2 Default Content Advisory Labels

level	content advisory
0	Does not apply
1-15	reserved

Table 3 Default Violence Labels

level	violence
0	No violent content
1-15	reserved

Table 4 Default Language Labels

level	language
0	No adult language
1-15	reserved

Table 5 Default Sexual Content Labels

level	sex
0	No sexual content
1-15	reserved

Table 6 Default Category Labels

level	label
0	Movies
1	Sports
2	Specials
3	Series
4	News
5	Shopping
6	reserved
7	reserved
8	reserved
9	reserved
10	reserved
11	reserved
12	reserved
13	reserved
14	reserved
15	reserved

Table 7 Default Subcategory Labels

Level	Movies Labels	Sports Labels	Specials Labels	Series Labels	News Labels	Shopping Labels
0	Action/ Adv	Baseball	Children	Children	Business	Home Shopping
1	Children	Basketball	Comedy	Comedy	Current	Product Info.
2	Comedy	Boxing	Cultural Arts	Cultural Arts	Gen. Interest	reserved
3	Drama	Football	Drama	Drama	Sports	reserved
4	Fantasy	Golf	Educational	Educational	Weather	reserved
5	Horror	Hockey	Gen. Interest	Gen. Interest	reserved	reserved
6	Musical	Racing	How-To	How-To	reserved	reserved
7	Romance	Skiing	Mature	Mature	reserved	reserved
8	Sci-Fi	Soccer	Music	Music	reserved	reserved
9	Western	Tennis	Religious	Religious	reserved	reserved
10	Other	Wrestling	Soap Opera	Soap Opera	reserved	reserved
11	reserved	Other	Talk	Talk	reserved	reserved
12	reserved	reserved	reserved	reserved	reserved	reserved
13	reserved	reserved	reserved	reserved	reserved	reserved
14	reserved	reserved	reserved	reserved	reserved	reserved
15	reserved	reserved	reserved	reserved	reserved	reserved